

ABSTRACT OF THE DISCLOSURE

An aqueous self-foaming liquid cleansing composition

- 5 comprising a base lotion composition having a surfactant system containing an anionic surfactant, and a post-foaming agent, wherein the composition has a shear-thinning lamellar structure is described. In another embodiment, a low cost dispensing system is described for use with the inventive composition. In a further embodiment, the inventive composition is substantially free of soap.

10